



## Media Advocacy Workshop

Hotel Four Seasons, Ruthven Road, Kingston 10  
Monday, March 8 and Tuesday, March 9, 2004

## WORK MANUAL

### Facilitators

Livingston White

Corinne Barnes

Caribbean Institute of Media and Communication (CARIMAC)  
University of the West Indies (UWI),  
Mona Campus

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### **WORKSHOP SCHEDULE**

Objectives of workshop:

At the end of the workshop, participants will be able to:

- Define media advocacy, its purpose and potential effects on adolescents reproductive health policy
- Identify and distinguish different types of media strategies used to promote adolescent reproductive health
- Select media based on the appropriate audience and messages
- Develop messages to meet the interests of particular target audiences
- Write and present messages advocating Adolescent Reproductive Health Policies for use in the Media through channels such as: Press Releases /Media Advisory, Interviews, Press Briefings

#### **DAY ONE - Monday, March 8, 2004**

8:00 – 8:30 Registration & Knowledge Assessment Pretest

8:30 – 8:45 Introductions & Identification of working groups

8:45 – 9:00 Workshop overview

9:00 – 9:30 Revision – Advocacy Communication – IPM – inform, persuade, move to action; Characteristics of advocacy messages; SEED message

9:30 – 10:30 Media Advocacy  
- What is media advocacy?  
- Why media advocacy?

- Why do you want media attention?
- What is your “news”?
- What type of media coverage do you want?
- Who will you contact in the media? (print, radio, television [including cable])
- How will you contact the media?
- What do you have to offer?
- How will you respond when the media call (or do not call) you?
- Who do you want to hear your advocacy message?
- Who is a media advocate? (academic background, skills, personal qualities)
- The media advocacy strategy

10:00 – 10:15 BREAK

10:30 – 11:30 Activity

- Identify an adolescent reproductive health issue
- Create a media advocacy strategy
  - o Media contact sheet (media house; contacts’ name, phone number, fax number & email; name of programme/column related to issue)
  - o Your “news”
  - o Your “audience”
  - o Your “appropriate channel”

11:30 – 12:00 Review of activity

12:00 – 1:00 LUNCH

1:00 – 2:30 Media Advocacy Tools (free versus paid) & Appropriate Channels (print media versus electronic media)

Before you begin, what resources do you need?

- Telephone; computer; Internet access; facsimile; digital camera; video camera; transportation; a spokesperson

The actual tools to be created:

- Press Releases
- Photo Releases
- Media Advisory
- Letters to Editor
- Fact Sheets / Background Sheets
- Press Kits / Media Packets
- Press Briefings or Conferences
- Interviews
- Public Service Announcements (PSAs)
- Video footage (for TV)
- Sound bite (for radio)
- Other creative ways to get media attention: The special event

The follow-up

- So when will this come out in the newspaper?
- When will I be on TV or radio? Live or pre-recorded?

2:30 – 2:45 BREAK

2:45 – 4:00 Activity

- Develop messages for the various tools to meet the interests of particular target audiences

4:00 – 4:45 Review of activity

4:45 – 5:45 Developing skills for media advocacy

- Writing skills (for print)
- Speaking skills (for radio and television interviews)
- Visual communication skills (for photography and videography)
- Listening skills

5:45 – 6:00 Closing for Day One

## **DAY TWO - Tuesday, March 9, 2004**

8:00 – 8:30 Review & a brief meeting before fieldtrip – What to expect? What to look for? What questions should I ask?

8:30 – 12:30 Media Tours

- Power 106
- Jamaica Observer
- Financial TV and Sports Max (local cable channels)

12:30 – 1:30 Lunch

1:30 – 3:30 Role plays – media interviews (radio and television)

Preparation – 30 minutes

Presentations – 30 minutes

Review – 60 minutes

3:30 – 4:00 Knowledge Assessment Posttest; Evaluation of workshop; Closing

4:00 End of Workshop



**QUESTIONS AND ANSWERS**

**ABOUT**

**MEDIA ADVOCACY**

## **WHAT IS MEDIA ADVOCACY?**

Media advocacy is a tool that uses the media's power to bring about social change and to influence the public debate on an issue. Of course, political interest groups also engage in media advocacy, but the focus here is on adolescent reproductive health. Practitioners use media coverage to present an issue from a public health point of view and to "frame" the issue in a different way from how people normally think about it. Ultimately, the goal is to put pressure on lawmakers to adopt a particular policy or on corporate entities to change something that they are doing that negatively affects people's health. A communication programme may incorporate media advocacy techniques into its media strategy if its goals include changing public or corporate policy or countering unhealthful messages in the media.

Media advocates use a variety of skills, such as grassroots organizing, coalition building, lobbying, and media savvy, to create newsworthy events that get their points across. One useful means of getting attention is using what has been called "creative epidemiology" or "social math." This involves reframing statistics into a vivid image that is meaningful to the audience. Instead of saying, for example, that 100,000 Jamaicans die from smoking-related causes each year, you can localize the statistic and give it more impact by stating that 3 people in Brown's Town, St. Ann die each hour because they smoked. Or, rather than relaying that college students drink 430 million gallons of alcoholic beverages per year, you can create an image by saying that they consume enough alcohol each year to fill 3,500 Olympic-size swimming pools.



## **WHY MEDIA ADVOCACY?**

### **Why Use Mass Media?**

Each method — radio, television and print media — can get messages out to thousands or even millions of people.

For example, if you hand out brochures on HIV/AIDS/STD prevention at a clinic, you can reach every person who comes into the clinic. But, if you take that same information and put it into a radio, television or print announcement, you can reach thousands of people who may never go to a clinic. This is why we call mass media "mass." It reaches the masses.

### **Mass media can:**

- Make people aware of HIV/AIDS/STDs in their own community.
- Provide information on HIV/AIDS/STDs.
- Educate people about how to protect themselves from HIV/AIDS/ STDs.
- Help shape ideas about safer sex.
- Encourage people to practice safer sex.
- Refer people to health centers for treatment.
- Help people change their behavior by imitating role models.
- Help people understand the benefits of behavior change.
- Help people understand how to change their behavior.
- Introduce and reinforce new social practices.
- Publicize your programme.
- Keep HIV/AIDS/STDs and other relevant issues on the public agenda.

As more people become aware of prevention messages, there will be more open discussion about the many issues surrounding HIV/AIDS/ STDs. For this reason, mass media can be a very powerful tool in your overall communication strategy.

### **Myth vs. Fact**

There are myths about mass media that discourage many health workers from using them. Consider these myths.

<b>MASS MEDIA MYTHS and FACTS</b>	
<b>Myth #1</b>	<i>Mass media are just radio and television.</i>
<b>Fact:</b>	Mass media can include radio, television, newspapers, magazines, music, traditional theater, advertising, marketing and publicity.
<b>Myth #2</b>	<i>Mass media activities are very expensive.</i>
<b>Fact:</b>	Mass media can be economical if you consider how many people you reach each time you use them.
<b>Myth #3</b>	<i>Mass media activities are only short-term activities and should not be integrated into long-term communication plans and goals.</i>
<b>Fact:</b>	Mass media can and should be an integral part of your long-term project plans. Mass media activities can change and grow as your project changes and grows.
<b>Myth #4</b>	<i>Messages delivered by mass media alone are weak and do not promote behavior change.</i>
<b>Fact:</b>	If mass media messages are delivered by strong role models, behavior change can be dramatic. Mass media affects people's perception of social norms, which in turn supports people's efforts to change behavior.
<b>Myth #5</b>	<i>Mass media messages always reach the general population, so you cannot target specific groups.</i>
<b>Fact:</b>	You can effectively and economically target large, specific groups such as youth, men or women with mass media.

### **Choosing the Target Group for a Mass Media Project**

Mass media projects (or messages) are often produced for the general public but they can also be targeted to specific audiences. Keep the following in mind when developing mass media projects for target groups:

- Identify the target group for a mass media project in exactly the same way you would for any other communication project.
- Use the target group to help you determine effective messages.
- Use words and images that are familiar to the target group. *For example: use street slang for messages aimed at urban youth.*

## **WHY DO YOU WANT MEDIA ATTENTION?**

Determine exactly what you want to accomplish through your media advocacy efforts. Do you want to build awareness of your programme within the community? Promote a particular attitude or behavior? Advocate for policy change? The answers to these questions will determine who you should try to reach with your message and which media outlets and vehicles you should target.

As with every aspect of your overall advocacy action plan, be strategic in your media advocacy plan. Set goals consistent with your overall programme strategy. You can use publicity and public relations methods to accomplish the following:

- Supplement and reinforce your campaign with the target audience
- Reach your secondary audiences
- Increase community awareness of your programme
- Put pressure on policymakers to address your issue

Select the target audience for your advocacy efforts carefully. This may or may not be the same group you target in your other communications efforts. If you want to reach the same target audience, then refer back to your research on the group's media habits and work through those outlets to get your message to that group. For other audiences, research the media that will best reach them. You probably would not use the same media to reach members of Parliament as to reach low-income parents of 2-year-olds. Be as specific in your media advocacy efforts as you are in the rest of your overall action plan. On the other hand, if your goal in attracting media attention is to publicize your organization and its services throughout the community, then you should contact as many outlets as you can for possible coverage.

## **WHAT IS YOUR "NEWS"?**

Often, what we consider newsworthy and exciting in our own programmes would make a reporter yawn. Why should people be interested in yet another project addressing adolescent reproductive health issues? Or the fact that you just got funded for another year? Or your new toll-free phone number? The news media have their own criteria for judging what is worth covering, so to get their attention; you will need to frame the issue in an appealing way.

Find an angle that makes your idea stand out and grabs the reporter's interest. The media prefer stories that contain at least one of the following elements:

**Timeliness:** - Look for a news "peg" (an issue that currently is in the news) to tie your information into current events or upcoming holidays. If a well-known celebrity just died of the disease your programme addresses, then you can use this window of opportunity to get information on that disease's prevention and treatment to your target audience and others. Or, if there is an annual day, week, or month set aside for your issue, such as Child Abuse Prevention Month, then use that as the peg (although you might need more angles than that to make your issue relevant).

**General interest:** - Make your issue as relevant to people in your own community as possible. Connect the information to a common situation that people encounter or an issue that nearly everyone must address. A stress reduction programme might put out a list of "stress-buster" tips for dealing with traffic jams (because very few of us are lucky enough to avoid those). Or, a study showing which fast food restaurants offer the healthiest selections might attract many people's attention.

**Local angle:** - Provide local data or reactions to a national or international news event. People want to know how the big story relates to them. If the results of a national survey on homelessness are released, then provide information on the homeless problem in your community, how it compares to that in the rest of the country, and what people can do about it. If the government is considering cutting

funding for your programme, then highlight the plight of some of the people in your community and what it would mean for them.

*Conflict:* - The media love a good conflict, whether it is good versus evil, big tobacco companies versus nonsmoking advocates, or school board members versus each other. Reporters tend to cover all sides of an issue, even when there might not necessarily be a valid second viewpoint. Make their job easy and cast your story, if appropriate, as a struggle of right over wrong. Try not to demonize your opposition, however, because this might make you look like an unreasonable fanatic.

*Human interest:* - *Providing* a human side to a disease or an issue creates emotional appeal. Telling the story of one person who is affected helps people to connect with the issue and think about it in relation to themselves, particularly if the person is similar to themselves in other ways.

*Novelty:* - *When* something has not been seen before or is an unusual occurrence, people pay attention. Whether it is a lemonade-powered car or a new advance in contraception, this is literally "news." Do not create a gimmick just to attract media notice, but if you truly have something that is new or different, then use that as your hook.

*Celebrity:* - *The* whole idea of being a celebrity is that people look at you as you walk down the street. They listen to what you have to say. If you can find a famous person who will serve as your spokesperson or will provide some comments about your issue, people will be more likely to listen than if your public information officer were speaking. The celebrity should be someone who appeals to your target audience and who the media would feel is worth covering.

*Superlatives:* - Do you have something that is the biggest? The best? The fastest? The most effective in clinical trials? The media do not want to know what is second best; they want to run screaming headlines about new breakthroughs or new highs and lows. Use this desire for superlatives to get your story noticed. Is

the problem you are working to prevent the leading killer of young children? Does your community have the most low-birth weight babies in the country? But do not dig too far just to come up with a superlative; the world's biggest gallstone might not be a very big draw.

## **WHAT TYPE OF MEDIA COVERAGE DO YOU WANT?**

The term "media" refers to many different types of entities - radio, television, newspapers and magazines, computer software and the Internet - that vary extensively within each category. Each of these channels provides different opportunities to reach particular audiences with a specific message.

The standard media formats that you can use to promote your messages include the following:

**News:** This is a factual and timely information about important events or new developments. News stories generally would show up on a television or radio news programme, on the front page or any section of a newspaper, in a newsmagazine or the news section of another type of periodical, or through an Internet online news service. A news format provides greater credibility to your information and attaches inherent importance to it. Because a reporter takes your information and rewrites it, you have less control over the content and slant of the story.

**Feature:** - This is a story focusing on the human or emotional side of an issue. Feature stories are more like short stories than news, with an emphasis on helping the reader understand someone else's experiences, thoughts, and feelings. Although a feature story may contain facts and figures and be based on -current issues, it generally is not as time sensitive as a news story. Features pop up all the time on television and radio such as the Jamaica Information Service (JIS Radio – 'Round about JA' and JIS TV 'Evening Magazine'). You also can find them scattered throughout newspapers and especially in magazines, which, because of their weekly or monthly publication, prefer stories that are not time dependent.

**Opinion:** - This is a short piece offering the opinion of an individual or organization on a particular topic. Opinions can be in the form of an op-ed (runs opposite the editorial page) by a well-known or well-qualified person, a letter to the

editor responding to an article that was published previously, or a "community viewpoint" spot on television or radio. In an editorial format, you have more control over how your message is conveyed, although an editor might trim your words to make it fit the space.

*Entertainment:* - This is a programme or published item that people watch, hear, or read primarily for fun or diversion. Television or radio talk shows can be a forum in which you can provide information to a lot of people who might not relate to other formats (although a show with topics such as "My Lover Is an Alien" might not be appropriate). Locally-produced programmes, whether comedy or drama ('Royal Palm Estate' for example), provide many opportunities to provide pro-health or social messages if the producers are willing to build those in. Radio call-in shows can reach many active listeners who will pay close attention to what you have to say (whether they agree with you or not). Working your messages into entertainment formats can be effective because the audience is not expecting to learn anything, yet many people form their opinions and attitudes based on what they are exposed to in the entertainment media every day.

*Public service:* - This is information that most types of media provide as a courtesy to the community. Public service programming might include community calendar announcements to publicize upcoming events, a weekly nonprofit spotlight to describe the services of a community organization, public service announcements, or community access cable programming.



## **WHO WILL YOU CONTACT IN THE MEDIA?**

The key to implementing your media strategy is getting your information to the right people at the right places at the right time. Use your media contact list to identify the appropriate person for your purposes at each outlet. If you have an idea for a story on your issue, then contact the reporter who covers that beat or the news director. When you plan an event that you want covered by the media, contact the assignments editor or news director. To be booked as a guest on a television or radio talk show, approach the show's producer or host.

For long-term relationship building, get to know the media gatekeepers at each outlet. These are the people who set the editorial tone of the publication or station and determine what types of stories are covered. At a newspaper or magazine, this is the editor-in-chief or managing editor. At a radio or television station, the key gatekeeper is the station manager, programme manager, or public affairs director. Write a letter to the key media gatekeepers in your community introducing yourself and your organization. Explain your issue and why they and their audiences should be interested. Identify exactly what you would like them to do. Increase the number of stories on your topic? Sponsor a public service campaign? Write an editorial on your issue? Follow up with a call to set up a meeting and make your case in person. At the very least, your organization will stand out to them the next time you send a press release or hold a media event.

## **HOW WILL YOU CONTACT THE MEDIA?**

In addition to the media gatekeepers, start to establish beneficial working relationships with the reporters and producers at key outlets before you need to pitch them a story. Write to those who cover your issues to give them reactions to their previous stories related to your issue and provide them with an information packet on your organization for future reference. If a reporter or producer knows that you are available as a source, then that person might call you the next time he or she is working on a related story.

When you have news that you want covered by the media, send out a press release to your media list. Never send a press release to more than one person at the same outlet; if two reporters find that they have started writing the same story, then you might ruin your chances of ever getting another story covered. Avoid addressing the release to "Editor" or "Health Reporter" because without a person's name on the envelope, it might get lost in the shuffle. If you must send it without a name, then be as specific as possible in the title. You generally can send your press releases in three ways: mail, fax, and e-mail. Individual reporters or outlets might have their own preferences about how they wish to receive releases, so include that information on your media list. When you have an event to promote, send out a media advisory that lists only the who, what, why, when, and where of the occasion; this is much briefer than a press release.

Follow up with a phone call to the person you sent the release to a couple of days after he or she would have received it. If following up on a media advisory, call close to the day of the event to personally invite the press to cover it. Most news organizations work under tight time frames, so be respectful of the reporter's time when you call. Try to phone in the morning before noon rather than in the afternoon, which is when the deadlines for most media houses fall. Ask whether the person is "on deadline" or if he or she has a few minutes before you go into your pitch. Explain who you are and why your news is important. Be ready to follow up with additional information, and be enthusiastic about the topic as you explain why it is newsworthy. If you are not excited, then why should the reporter be?

## **WHAT DO YOU HAVE TO OFFER?**

Keep in mind that the news media need people like you to help them fill column-inches and airtime. You know the topic, you have ideas for interesting stories, and you have access to the people the stories are about. Although you should not contact a reporter every week with a story concept, do not feel intimidated about calling if you truly have a newsworthy idea.

The more you can do to help the reporter do his or her work, the more likely your story will be the one that gets covered that day. Succinct information, such as fact sheets and backgrounders (explaining the events, legislation, or scientific concepts behind your news story), helps the reporter to quickly understand the issue. Photographs or video footage related to the story also heightens your chances of coverage. Provide as many "pieces" of the story as you can - real people affected by the issue experts willing to be interviewed, copies of relevant studies. If you want television coverage, then make sure that you have visuals to offer such as children playing at a family support center, a counselor speaking with parents, and other compelling action shots.

## **HOW WILL YOU RESPOND WHEN THE MEDIA CALL (OR DO NOT CALL) YOU?**

Even if you do not actively seek them out, the media might come to you for information or your reaction to a news story. When this happens, do not panic. Your internal readiness plan should designate a contact who is comfortable talking to the media and has the authority to speak for the organization. If that person is not available, then the person answering the phone should know to ask the deadline for a response for all media calls and find someone else to call back. Otherwise, your organization might miss an important opportunity to provide comments, respond to allegations, counter misinformation, or build a positive relationship with a reporter. Often, there are no second chances.

When speaking to a reporter, always be honest. If you fudge an answer, then it might come back to haunt you and will damage your credibility. When you do not know the answer to a question, just say so. Find out the reporter's deadline and either call back with the answer or make a referral to other sources who could speak on that point.

Make yourself as understandable as possible. Speak in plain English, without jargon or acronyms; not everyone knows that PLWA is the acronym for Persons Living with AIDS or that the word "lacerations" refers to cuts on the skin. Avoid mumbling or speaking too fast when talking to a reporter, especially if you are being recorded for radio or television. Broadcast media require actualities—taped quotes from interviewees—interspersed with the narration throughout their stories. If your portion of the interview is not clear, then you might be cut from the story.

Know the main message you want to get across and repeat it in several different ways throughout the interview. Keep the sentences to short "sound bites" to make them more usable as actualities. As you answer the reporter's questions, do not limit yourself to the questions at hand; integrate your key

points into the answers as well. The better able you are to articulate the main messages throughout the interview, the more likely they will come through in the final story.

If you have sent information to a particular media house and you have not heard from them, it would be a good idea to call the person to whom you sent the information and find out if your information will be used. If that particular media house or reporter cannot help you at that particular time to publicize your story, remember you can contact other media houses. Not all media houses will have a positive response for you every time you contact them.

## **WHO DO YOU WANT TO HEAR YOUR ADVOCACY MESSAGE?**

You must always be clear on your target audience for your media advocacy messages. Remember that the group you choose to target will be dependent on your advocacy issue. Below is a list of possible target groups for your advocacy efforts:

- 'lay' members of the public
- your project's stakeholders
- beneficiaries of your programme
- government officials
- decision makers
- media practitioners
- your allies in other organisations or institutions
- other allies and partners
- staff in your own organisation
- resistant groups (adversaries)

Can you think of any others you may want to target?

## **WHO IS A MEDIA ADVOCATE?**

### **Requirements for an advocate**

#### **Academic Background and skills**

- Academic background and experience in communication
- Work experience in population, health, reproductive health, family planning, etc.
- Experience in group organization/mobilization
- Ability and skills in public speaking and group facilitation
- Ability and skills in speech writing, writing articles etc.
- Experience in working with media (media relations)
- Orientation on research, capability to translate research – based information to advocacy messages

#### **Personal Qualities**

- Articulate, good listener, good communicator
- Interested to work with people at different levels
- Willingness to be trained and open for further professional growth
- Committed to the programme

## **ACTIVITY**

- Identify an adolescent reproductive health issue
- Create a media advocacy strategy by working on the following:
  - A media contact list stating media house, contacts' name, phone number, fax number & email address; name of programme/column related to your issue)
  - Your “news”
  - Your “audience”
  - Your “appropriate channel”



# **MEDIA ADVOCACY TOOLS**

## **CHOOSING MASS MEDIA**

### **Which type is right for your programme?**

You will use mass media more effectively if you understand the strengths and weaknesses of each method. Below we examine the strengths and weaknesses of radio, television and print media and provide examples of how to use each medium to achieve different communication goals. After you finish reading this section, you will be able to choose the best mass media methods for your project's needs.

#### **A. Radio**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Radio can reach both literate and illiterate audiences with messages in their own language.</li><li>• Radios are relatively inexpensive and available to many people.</li><li>• A radio can use batteries, so it is useful in areas without electricity.</li><li>• Broadcasts can be repeated many times during the day.</li><li>• Radio production is relatively inexpensive.</li></ul>	<ul style="list-style-type: none"><li>• Radio is not useful for teaching people how to perform an activity that requires a demonstration, such as opening a condom packet, putting on a condom, or disposing of a condom correctly.</li><li>• If listeners do not hear or understand the message correctly, they do not have an opportunity to ask for an explanation. However, in your radio message you can give listeners a place to go to for additional information.</li><li>• Some people do not have access to a radio.</li></ul>

**QUESTION:** When should I use *radio*?

**ANSWER:** If you want to reach most of the people in your community or country, radio is an economical choice for reaching many people at one time.

The following tables provide our examples of several types of radio shows.

**GOAL #1: To get information and behavior change messages to as many people as possible at one time.**

<b>Types of Radio</b>	<b>Suggestions for Use</b>
<b>Newscasts</b>	Use news to promote new data or evaluation results. Also use the news to tell people about your adolescent reproductive health issue. Invite the radio press to cover a project event such as a workshop. If you invite an important official to speak at the event, the radio staff can use part of the speech in that day's news programmes.
<b>Health Programmes</b>	This type of programme offers an opportunity for you to inform and educate the community about adolescent reproductive health issues. Focus on different issues for each show. If your local station does not have a regular health programme, talk to the radio programme manager and try to get one started.
<b>Dramas (soap operas)</b>	Popular dramas (soap operas) can have reproductive health issues in their story lines. If your local radio station has a drama series, ask the producer and the scriptwriter to include positive messages and examples of behavior change in their stories. Volunteer to help them by providing examples of how they can work these issues into their story plots.
<b>Current Affairs Shows</b>	Sometimes the most important national, regional and local issues are discussed in a special news show called "Current Affairs." Talk to the radio programme manager, and ask whether you can help to organize a special show on adolescent reproductive health.
<b>Spots, Jingles and PSAs</b>	A PSA (public service announcement) is a message presented by a nonprofit or government agency. These are very important for keeping your messages in the public eye. Develop short spots, PSAs and jingles (brief songs with messages) to promote your messages and ask the radio programme manager to play them as often as possible during the day. You may not have to pay for airtime if you use PSAs.

**GOAL #2: To target messages to a specific group of people.**

<b>Types of Radio</b>	<b>Suggestions for Use</b>
<b>Target: Adolescents and Young Adults, Youth Forums</b>	This type of programme discusses problems that affect adolescents and young adults. Speak to the show's producer and ask if you can arrange a show on adolescent reproductive health issues. Focus on a few important points. Ask people to participate who will be accepted as positive role models by local youth. These could include well-known youth, celebrities, singers, actors, and athletes. You should also be present to make sure questions are answered correctly.
<b>Target: Teens and Young Adults Top Ten Music Shows</b>	This type of show plays the latest local, regional and international music. It is usually directed at, young people. You can air PSAs aimed at youth on this type of show.
<b>Target-Women Women's Programmes</b>	This is a programme about women's issues. It is best to have a woman talking on this programme. Again, ask the producer of this show if you can arrange shows on adolescent reproductive health and women.
<b>Target: Men Sports Programmes</b>	There are two types of sports programmes: live broadcasts of a game or popular sport and sports information programmes where the presenter gives an overview of sports and a preview of sports events for the coming week. This type of programme is best for reaching men. Use spots, jingles and PSAs throughout sports programmes.

**GOAL #3:**

To have the general public participate in a radio discussion about reproductive health issues.

<b><i>Types of Radio</i></b>	<b><i>Suggestions for Use</i></b>
<b><i>Call-in Programmes</i></b>	If people have access to telephones, call-in programmes are a good idea because people can ask personal questions without being identified. If telephone service is not reliable, people may send their questions in advance through the mail.
<b><i>Live Audience Shows</i></b>	You can arrange a "Live Audience Show." Invite one to three experts to discuss a specific adolescent reproductive health issue in front of a live audience. After the experts are finished speaking, let members of the audience ask questions.

**B. Television**

<b><i>Strength</i></b>	<b><i>Weaknesses</i></b>
<p>You do not need a formal education to understand what you see and hear on television.</p> <p>Television allows you to show people how to do something. For example, you can show how to buy condoms, ask for treatment at an STD clinic, or ask a partner to use a condom.</p> <p>People can see and hear role models acting out positive behavior on television.</p>	<p>Television may not be available in all areas of the country.</p> <p>Televisions are too expensive for many people.</p> <p>Producing a TV programme can be more expensive than radio or print media.</p> <p>If the listener does not hear or understand the message correctly, he or she does not have an opportunity to ask for an explanation.</p>

**QUESTION:** *When should I use television?*

**ANSWER:** If you are in an area where there are many televisions and you want to reach thousands of people at once, television is a good method. It is also very good if you want to show people how to do something.

Television is also an excellent way to target different groups of people. You can even target the highest-level decision makers in your country. Many TV owners are important community and government leaders. Since decision makers can influence public behavior, it is important to reach them with clear and accurate messages.

Below are three tables. Each table has a specific communication goal and several options for reaching that goal by using television.

**GOAL #1: To influence the policy and decision makers in your country.**

<b>Types of TV Shows</b>	<b>Suggestions for Use</b>
<b>News and Current Events Shows</b>	Decision makers and community leaders watch television to learn about national and international events. Messages on these shows will reach many influential people in your country. Invite a TV crew to a project event to film and interview important speakers.
<b>Panel Discussions</b>	This type of programme offers audiences an opportunity to learn all sides of an issue. It can influence attitudes if the issues are carefully selected and presented in an appropriate way.
<b>PSAs</b>	A PSA (public service announcement) is a message presented by a nonprofit or government agency. PSA messages create awareness and understanding about an issue. They can, for example, include information promoting STD services or about changing sexual behaviors. PSAs are a "public service" because they educate and increase the public's awareness of important issues.

**Goal #2: To target as many people as possible.**

<b>Types of TV Shows</b>	<b>Suggestions for Use</b>
<b>News Programmes</b>	Attracting news coverage of reproductive health issues, events, programmes and results is a good way to reach decision makers and the general public.
<b>Drama series (soap operas)</b>	Since drama series can run for several weeks or months, you can develop characters that have real problems and show how these characters solve them. If the public likes these characters they will be more likely to imitate their behavior. <i>Example: "If condoms are good enough for my favorite television star, then I will use condoms."</i>
<b>Comedy shows</b>	Most comedy programmes are shown at night and have large audiences. Although HIV/AIDS/STIs and illnesses are not laughing matters, they can be dealt with sensitively. A lighter treatment of sensitive issues can sometimes make it easier for audiences to discuss them.

**Goal #3: To target messages to a specific group of people.**

Types of TV Shows	Suggestions for Use
<b>Target: Teens and Young Adults</b>  <b>Music Video Shows</b>	Music video programmes are often aimed at younger people. Ask the producer if you can host an adolescent reproductive health awareness show. In between music videos, have a youth role model talk about AIDS prevention for example. You can also have live audience members ask questions about HIV/AIDS/ STIs.
<b>Target: Men</b>  <b>Sports Programmes</b>	Sports shows can target men of all ages. Ask the TV programme director to broadcast a PSA or PSAs at the beginning, middle and end of each sports show.

**C. Print Media**

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Readers can read a story many times to confirm their understanding.</li><li>• A single newspaper or magazine is often passed on to several friends or family members; so many readers can take advantage of one.</li><li>• Some people believe that printed stories (in newspapers) are more reliable than stories on the radio or television.</li><li>• Since you can keep a newspaper or magazine forever, people can hold on to important information for future reference.</li></ul>	<ul style="list-style-type: none"><li>• Print media are only useful for people who can read and who can afford to buy them.</li><li>• If the government controls print media, some people may not take them seriously.</li><li>• It is difficult to correct mistakes in print media.</li></ul>

**QUESTION:** How do I decide if print *media is a good choice for a programme?*

**ANSWER:** If you want to reach thousands of people who read, then newspapers and magazines are an excellent choice. Many readers will also share important articles with family and friends, so even more people will get the information. Many

**decision makers see newspapers as their most credible source for information.**

The next table gives several options for getting messages out to the public through newspapers and magazines.

<b>Types of Newspaper and Magazine Articles</b>	<b>Suggestions for Use</b>
<b>Article Series</b>	A series of articles is a good choice for communicating complicated messages and information. You can explore all the aspects of a topic in a series of articles.
<b>Question and Answer Columns</b>	People can write in with questions that they feel uncomfortable asking anyone else. The author has the opportunity to answer urgent questions and many people will benefit from the answers.
<b>Regular Health Columns</b>	This type of article provides an ongoing venue for up-to-the minute facts about AIDS and STIs. Arrange with a local reporter to plan out stories in advance. You can give the reporter information to include in each article.
<b>Letters To The Editor</b>	This area of a newspaper is reserved for letters the public writes in response to stories they have read or recent events in the community. This is a place for you to write a brief response to incorrect information and "set the record straight." Also, you can write a letter about an issue of importance.
<b>Inserts</b>	These are pieces of paper that are put into the newspaper. You can put an important announcement or information on brightly-colored paper and ask the newspaper editor if they can be placed in every copy of that day's newspaper. <i>Example: You could print a checklist of facts and myths about HIV/STI's and photocopy them onto bright pink paper. Everyone who buys that day's paper will get this information and can keep it for reference.</i>



## **PRESS RELEASE**

### **WRITING A PRESS RELEASE**

A press release is a succinct summary of the story you are "pitching" to a news organization. To prevent your release from being pitched right into the garbage can, keep the following hints in mind:

- ❖ Make the release as short as possible. Ideally, you should keep it to one page, but certainly no more than two pages. If you have more than one page worth of information, then consider turning some of the information into a fact sheet or backgrounder to supplement the press release.
- ❖ Grab the reader's attention with a strong headline (generally eight words or less) and compelling lead sentence.
- ❖ Use recent trends, upcoming holidays, or other "pegs" to establish the newsworthiness and timeliness of your release.
- ❖ Report your information as straight news, without any hype or too many adjectives.
- ❖ Do not forget to include the who, what, why, where, when, and how of the issue. Provide the information in descending order of importance, with the most critical facts at the beginning.
- ❖ Be accurate with your facts, and avoid typos or misspellings of names, to maintain your credibility.
- ❖ Use quotes from key people involved in the news story when appropriate.
- ❖ Provide contact information, such as your name and phone number, for a reporter to call with questions about the press release. You might wish to list more than one person in case the reporter needs to reach someone

immediately.

- ❖ Use proper press release format, typed double-spaced and on one side of the paper. Include the date and city in which the news is taking place in the form of a dateline just before the opening paragraph.

## **MEDIA ADVISORY**

### **EXAMPLE OF A MEDIA ADVISORY**

#### MEDIA ADVISORY

#### HEALTHVILLE CANCER COALITION INTRODUCES A SKIN CANCER PREVENTION CAMPAIGN

The Healthville Cancer Coalition, comprising representatives from 10 local organizations, will introduce its new campaign to prevent skin cancer on May 5, 1999. The campaign includes television and radio advertisements as well as a school district-wide children's contest to design the campaign's poster. The most recent data on local skin cancer rates also will be announced at the event.

PARTICIPANTS: Susan McCall  
Chairperson,  
Healthville Cancer Coalition

Dr. Patricia Smith  
Chief of Dermatology,  
Healthville General Hospital

John Delancey  
Executive Director,  
Healthville Community Foundation

DATE: Tuesday, May 5, 1999

TIME: 11:00 a.m.

PLACE: Healthville General Hospital Auditorium  
123 Main Street, Healthville

CONTACT: David Solomon,  
Healthville Cancer Coalition  
(876) 977-7890

## **LETTERS TO THE EDITOR**

### **WRITING LETTERS TO THE EDITOR**

A letter to the editor can be used in many ways—to respond to an article or editorial that you disagree with, to agree with a piece and provide supporting facts, or to comment on an issue relevant to your community that has not necessarily been covered by the publication. To increase the likelihood of your letter being published, keep the following in mind:

- Be brief and to the point. A good length for a letter to the editor is approximately 100 words.
- Do not personally attack the author of an article or write in an inflammatory tone. Provide a rational, well thought-out response to the points with which you disagree.
- Include your name, address, and phone number with the letter. An anonymous letter probably will not be published, and the editor might need to call to confirm that you are indeed the author before printing it.
- Your letter is likely to be edited or shortened to fit the space available, so try to preemptively edit out any unnecessary or redundant sentences before submitting the letter to make it as concise as possible.
- Include the name of your organization in the letter or below your signature if you think it will enhance your credibility.

## **FACT SHEETS/BACKGROUND SHEETS**

Below are some tips for preparing a fact sheet or background paper:

1. Divide the subject matter into small bite-size sub-topics for easy understanding
2. Discuss one sub-topic at a time.
3. Keep the multiple uses of a fact sheet in mind (as a press release, a teaching material, part of a press kit)
4. Support your information with simple charts, graphics, photos, statistics, tables
5. Write simply: use simple language

## **PRESS BRIEFINGS OR CONFERENCES**

### **CONDUCTING A PRESS CONFERENCE**

You might wish to hold a press conference to respond to negative publicity about your programme, to provide additional information on how a current news event affects your organization or community, or to actively generate attention to an issue your programme is addressing. If you do not have major news to announce but wish to inform the media about an issue, then consider conducting a more informal media briefing with a small number of reporters that cover your topic.

To plan and conduct an effective press conference, follow these steps:

1. Clarify your purpose and the key messages you wish to convey at the press conference. Use those guidelines to shape what the speakers will say.
2. Prepare a media list of the reporters and media outlets you wish to invite to the press conference.
3. Set the date, time, and place of the press conference. The best days of the week are Tuesday through Thursday; to increase attendance, try not to schedule a media event on a Monday or Friday, and definitely avoid the weekend. The best time to hold the press conference is in the mid-morning, between 9:30 a.m. and 11:00 a.m., to leave enough time for the reporters to make their deadlines for the day. The event should be held in a site that is convenient for reporters to get to and has appropriate accommodations for the needs of the press. There must be sufficient room and lighting to set up television cameras. You can use your organization's conference room, a local hotel or conference facility, a community center, or a visually interesting and related outdoor location.
4. Select two to three speakers. They should be articulate, knowledgeable, and comfortable dealing with the media. In addition to your organization's spokesperson, you might wish to include an expert on the topic to provide

- technical explanations, such as statistics and medical information, or a person from the community who is affected by the problem. Limit each person's comments to 5 minutes or less, and roughly script what each will say to avoid duplication among the speakers.
5. Send out a media advisory to everyone on your media list. If you have time, send it out a week in advance. If the press conference was called on short notice, then fax the advisory. In either case, follow up with a telephone call the day before or the morning of the event to encourage attendance and to get an idea of who will be there. Make sure that the wire services include your advisory on their daybooks the day before and the day of your event.
  6. Before the press conference begins, set up the room. Place a table and chairs at the front with a name card in front of each speaker (facing the audience). Chairs for the reporters should be arranged theater style. You probably will need a podium with a microphone for your speakers. To make it easier for the reporters to record the proceedings without placing their own microphones on the podium, you can rent a "mult-box" that they can plug into. Make sure you have signs directing people to the room, and have a sign-in table where you can greet the reporters and give each of them a press kit.
  7. Keep the total length of the press conference to between 30 and 45 minutes. Leave time at the end for a question-and-answer period. Work with the speakers in advance to anticipate possible questions and how best to answer them. Reporters might wish to set up individual interviews with the speakers after the event.
  8. Follow up with the media outlets that were not represented to see whether they are interested in receiving a press kit from the event and in interviewing the speakers. If you did not receive the turnout you expected,

it might have been because another breaking news story was happening at the same time.



## **PRESS KITS**

### **ASSEMBLING YOUR PRESS KIT**

A press kit should contain all the information a media professional needs to put together a story about your issue or organization. Provide press kits to the media at a press conference or media briefing or when you pitch a story.

A good press kit might contain the following, placed in a folder with pockets and labeled with your organization's name on the outside:

- ✓ Current press release
- ✓ Fact sheet providing statistics and information on the issue
- ✓ Backgrounder explaining what has happened to date on the issue or technical details
- ✓ Literature about your organization
- ✓ Photographs or camera-ready charts, graphs, or other materials to help illustrate the issue
- ✓ Copies of past newspaper articles on your organization or issue
- ✓ List of experts or people affected by the issue who are willing to be interviewed by the media
- ✓ Biographies of your key spokespersons
- ✓ Statements of support from your partner organizations

## **PUBLIC SERVICE ANNOUNCEMENTS**

### **How to Write a Radio PSA (Public Service Announcement)**

#### **Sequencing main points for PSAs**

Develop several PSAs so you can introduce the target audience to different points. But design the PSAs so they all build on the same idea. Each PSA will have a different approach to the idea. Below is an example:

#### **PSA sequence**

#### **PSA Main Point**

**PSA #1:** Many diseases are spread through unprotected sexual intercourse with an infected person. AIDS is one of them.

**PSA #2:** Condoms, used correctly, can prevent STIs and AIDS.

**PSA #3:** Condoms are cheap, easily available and easy to use.

Below are several tips for writing a radio PSA.

#### **PSA Tips for Radio:**

- Since PSAs are very short (15-60 seconds), it is important to focus on one or two points. Ask yourself: *What do I want the listener to do or remember when they hear this message?*
- "Brainstorm" PSA ideas with your programme staff.
- Check your facts and information carefully. Make sure all facts are correct, up-to-date and appropriate for your target audience.
- Identify a "hook" to catch the attention of the listener. Examples include a surprising statistic, emotional appeal, humor or music.
- If you can get the airtime, write several different PSAs for each message.

You want people to get the message but you don't want them to get bored hearing the same version every day.

- When you have a few versions of your PSA, ask members of your target audience and appropriate gatekeepers to read and comment on the scripts. Use their suggestions if appropriate.
- If no professional radio actors can provide the voices for your PSA, use volunteers from your community.
- One good place to look is the local university or drama club. Keep your target group in mind when choosing a voice.
- Keep it simple! Don't use more than two or three voices in your PSA.
- When you find your voice actors, start rehearsing. Tell the actors exactly what you want. Have them read through the PSA your way (the way you think you want it to sound). Usually it is a good idea to let the actors read the PSA their way also. This may give you even better ideas.
- Get the listener's attention by using a few seconds of music at the beginning and end of each PSA. Often you can use songs with an HIV/ AIDS message.

**QUESTION: I have my PSA ideas but how do I write a PSA?**

**ANSWER: First, know your target audience. The approach you take will be different depending on the needs and beliefs of the target audience. Below are examples of how the same message can be made appropriate for various target audiences. Each has the same message, but the target group is different.**

### EXAMPLES FOR 30-SECOND PSA:

Target Group	Basic PSA message	Variations for 30-second basic PSA messages
<b>Youth</b>	Safer sex practices - Promoting condoms	<p><b>Man #1:</b> You know, I want to protect myself with my girl but I don't want her to think I'm sleeping around. I'm really worried about AIDS and STIs.</p> <p><b>Man #2:</b> Hey! Don't worry! Do what I do -use condoms.</p> <p><b>Man#1:</b> Condoms?</p> <p><b>Man #2:</b> Condoms protect you and your girl from STIs including AIDS. Next time you're in the mood, pull out a condom - be smart and protected!</p> <p><b>Man # 1:</b> Condoms, the smart choice for protection.</p>
<b>Truck Drivers</b>	Safer sex practices - <i>Promoting condoms</i>	<p><b>Voice #1:</b> No matter where you are, there's one thing you can count on -condoms. Now available in most supermarkets and pharmacies, condoms provide maximum protection for the man on the go! If you need dependable, affordable protection, try condoms - the smart choice! The ONLY choice for today's man on the go!</p>
<b>General Public</b>	Safer sex practices - Promoting condoms	<p><b>Voice #1:</b> Are you tired of all the fuss over AIDS and STIs? Confused? There's a lot of information out there, but if you remember only one thing about AIDS remember this! Use a condom every time. A condom is the only safe way you can protect yourself and your partner during sex. Affordable, convenient, condoms. It's only "safer sex" if you use a condom EVERY TIME!</p>

Each message is aimed at a different target audience. However, each has the same message: "Use condoms!"

### Next steps — pre-testing and production:

After you are satisfied that it is clear, concise, and easy to understand, test your PSA with members of your target group. Record it on an audio tape and play it for them. Let them tell you what they understand and what they like or dislike. Make changes if necessary.

### **Follow the steps below after you have pre-tested your PSA:**

1. Arrange to record your PSA at the radio station, where there will be soundproof studios. Your message will sound clear and professional, which will make it easier to understand. You may have to pay a fee to use this studio.
2. Determine payment **before** you go in to the recording studio with **both** the radio staff and your voice actors. Sometimes a PSA will be recorded free of charge since it is a service to the community. If this option is not offered to you, ask the programme producer if the studio time can be donated.
3. After the PSA is recorded, meet again with the programme director to make sure the spots are aired during the times and programmes that reach your target audience.

### **Writing Drama Scripts for Radio**

You may want to write longer drama scripts. There are many advantages to developing a drama script for your project messages. Dramatic presentations:

- Can cover many issues.
- Can develop characters that your audience will get to know and who can become positive role models for behavior change.
- Help people to talk about messages with friends and family after the programme is over.

### **How To Write A Television PSA (Public Service Announcement)**

Writing a PSA for TV is almost the same as writing a PSA for radio, but there are two major differences:

1. You have to tell the TV staff exactly what you want them to film. You must describe each shot in writing, and give the correct dialogue to go with that shot.

2. You will be able to show people how to do something.

Below are suggestions for writing a television PSA. Several are the same as those for radio PSAs but some are unique to television.

### **PSA Tips for Television**

- ❖ Television PSAs should be brief, so keep the message simple! Focus on the important points and have clear objectives. Ask yourself: *What do I want the viewer to **do** or remember when they see this message?*
- ❖ Make two or three PSAs (if your budget can cover them) so that the same one doesn't play over and over.
- ❖ Schedule a "brainstorming" session with your colleagues to come up with ideas that will meet your objectives and illustrate your main points. Include members of the target group in this session. If you are aiming your PSA at teens, invite some local teens to the brainstorming session. Get their ideas about what kind of PSAs they would like to see on television.
- ❖ Don't forget to **check your facts.** Remember, people are making decisions based on the information you give them. If the PSA includes a demonstration, make sure the procedure is shown correctly.
- ❖ With radio PSAs, you can make inexpensive "demo" tapes to pass around the community for feedback. Television PSAs are more complicated and expensive, so you will only pass around paper copies of the TV scripts for review. Good people to review a script are: local AIDS project leaders, health professionals, teachers, religious leaders, and members of the target audience. Give these people copies of the script and ask them to write comments on the script and return it to you.
- ❖ **Keep it simple.** Don't use more than two or three main characters in the PSA. You want people to watch the PSA and focus on the message.
- ❖ If you do not have access to professional actors, you can use people from your community. Actors can usually be found in drama clubs. Check the local secondary schools and universities for drama clubs. You can also ask the TV staff to recommend actors.
- ❖ When you find the actors, **start rehearsing.** Your job is to tell (and

show, if necessary) the actors how to read their lines.

- ❖ Be open to the actors suggestions too. They might be able to add words, expressions or gestures that make the messages more believable.
- ❖ Use a few seconds of music at the beginning and end of the PSA to get the audience's attention.
- ❖ Television PSAs can be from 10 to 60 seconds in length. Check with the station to determine the preferred length before you write the script.
- ❖ **Stay away from special effects.** Crazy colors, swirling pictures or pictures that flip or flash can distract from the messages and confuse viewers.

**QUESTION: I have PSA objectives and ideas, but how do I write a PSA for television?**

**ANSWER: On the next page is an example of a 30- second PSA for television.**

Remember, since you can "see" television, you must write down both the dialogue (the talking) and what the viewer is seeing (called the camera description).

You are writing the **dialogue** for the actors, so they can learn and memorize their lines.

You are writing the **camera description** so the actors know exactly what they are doing as they speak, and so the cameraman knows exactly what to film.

Divide the page into two columns. Below is an example used in the "How To Write a Radio PSA" section. However, this example is written to be shown on television. It includes both the dialogue and the camera description.

CAMERA DESCRIPTION	DIALOGUE
Scene opens with Man #1 and Man #2 sitting in bleachers watching school football practice. Camera shows football game, and then moves over to two guys sitting in bleachers. Football game in background.	No dialogue.
Man#1 looks worried, turns to Man #2 and speaks...	<b>Man # 1:</b> You know, I want to protect myself with my girl, but I don't want her to think I'm sleeping around. I'm really worried about AIDS and STIs
Man #2 smiles, turns to Man #1 and speaks...	<b>Man #2:</b> Hey my brother! Don't worry. Do what I do - use condoms every time.
Man #1 looks confused and says to Man #2...	<b>Man #1:</b> Condoms?
Man #2 puts hand on Man #1's shoulder and explains to him...	<b>Man #2:</b> Condoms protect you and your girl from AIDS, STIs and unplanned pregnancy.
Man # 1 looks amazed and says...	<b>Man #1:</b> Condoms can do all that?
Man #2 laughs as he speaks and pulls a condom out of his pocket and hands it to Man#1...	<b>Man #2:</b> Yes! Next time you're in the mood, pull out a condom. Be smart and protected!
Man#1 looks confident and holds up condom while speaking...	<b>Man # 1:</b> Condoms! The smart choice for protection.

Writing a PSA for television is not very complicated. You just need to keep in mind what the viewer sees *and* hears during the PSA.

**QUESTION:** *I've written a PSA script — now what?*

**ANSWER:** Now you are ready to meet with the cameraman and the producer to decide when and where the PSA will be filmed. You should also discuss plans for editing the PSA and adding any music or graphics (such as printed words on the screen).



## **Filming**

Give copies of the script to the cameraman, actors, and anyone else who will be at the filming. Make sure that every scene is filmed properly. Ask the cameraman to shoot the same scene many times from different angles. Remember: it is easier to have the cameraman film the same scene many times than to go back later and re-film.

***Always*** be at the film location or studio to supervise filming and editing. Your presence will ensure that the objectives and main points are clear.

## **THE SPECIAL EVENT**

### **Using Publicity**

#### **What is Publicity?**

Mass media can also be used to help publicize a project. Publicity is a way of promoting good relations between the project and different audiences.

#### **How will I know if I should publicize the project?**

Ask yourself the following questions to determine whether publicity can help the project:

- Do I want to make the public more aware of the project?
- Do I want the community to know about new developments in the project?
- Do I want the community to know about a special event that the project is sponsoring?
- Do I want to gain the support of policy makers?

If you answered "yes" to any of the above questions, the project will probably benefit from publicity.

#### **How do I use publicity?**

There are many ways to use mass media for publicizing the project. Using newspapers, radio and television are all effective ways to get the publicity campaign started. Basically, you are "getting the word out" about the project, the current status of the project (including new findings), or a specific project-related event.

#### **Launches**

One of the best ways to use publicity is to host a "launch party." These events are an excellent way to begin a new phase of a campaign. Launches are also an effective, exciting way to introduce a radio and TV presentations to the c

**QUESTION:** I have written and produced a radio drama series. The dramas are now finished and will be aired soon. How *can I let the public know about the drama series?*

**ANSWER:** Host a launch party for the new drama series or PSA. By hosting a launch event, you will be able to:

- Get maximum media coverage.
- Allow a greater number of people to learn about the drama series or PSA.
- Let the community know what you hope to accomplish by airing this series.
- Get the public excited about the drama or PSA and the characters involved in it.

### **How do I host a launch party?**

Planning a launch party is easy. Below is a checklist of things to remember when planning a launch party.

- Decide how many people you want to invite, then arrange for a venue, food and drink. Hotels are usually the easiest site since they can provide the food and drink. If you want to cut costs, you can host a launch at your office.
- Invite important members of the community. Include directors and key staff of all related projects, and try to invite a key Ministry of Health official to open the event with a special speech.
- Invite as many media people as possible to cover the launch. Include staff from the TV stations, radio stations and newspaper and magazine reporters. Remember: These people will cover the launch for free. Make the most of it by giving each press person a special packet of information with project and media information sheets. Include a name and phone number in case reporters want to follow up after the launch with more

questions.

- The main reason for the launch is to introduce a radio or television drama or PSA to the public. Viewing or listening to the radio or TV presentation is the main focus of the launch. However, you also want to include other activities. For example:
  - Hire a local band to play music while the guests are arriving.
  - Ask winners of AIDS-related song contests to perform for the guests.
  - Ask actors from the radio or TV presentations to perform a live version of the presentation. This introduces the characters to the public. You want the public to be able to relate to your characters so they will become strong role models for the community.
  - Use your imagination! Anything entertaining that also relates to the project may be effective at a launch. If your guests have fun at the launch event, they will tell others about it. This is free publicity!

## **Alternative Mass Media**

### **a) Using Drama, Songs and Music**

Several other communication methods can also be considered mass media because they can reach large groups at one time.

Drama, songs and music are ways to enhance a campaign. Make messages easy to understand, interesting and fun by using popular local groups to communicate them.

### **b) Contests**

Contests are a good way to get messages to the public and also get publicity at the same time. Sponsor contests on a local, regional or national level. Contests can be held for AIDS-related drawings and paintings, songs, skits, posters or billboards. Always try to have some type of prize for the winners - this will make people want to participate in the contest. Below is a list of suggestions to help

you start a contest for a project.

- Contact the schools to see if they are interested in having their students participate in the contest. Include primary schools, secondary schools and colleges.
- Give presentations at the schools to introduce the project and messages. Then explain the contest and prizes to students.
- Contests for the general public can be announced in newspapers and magazines and on radio and television. Create interest throughout the entire community.
- Sponsor a song-writing contest. Ask winners to perform at the launch parties.
- **Song, drama, music and art** contests are fun, exciting, ways to get the community involved in the project. If art or music is taught in schools, talk to the teacher in charge of those classes. This encourages students to draw or create things that you can use in mass media PSAs, dramas and presentations.

**EXAMPLE:**

**Drawings and paintings:** Can be used in launches, posters, billboards, and television PSAs.

**Songs, music and drama:** Can be used as part of radio and TV, PSAs and dramas.

**Contests can provide you with an abundance of material that can be reused for mass media projects.**

## **ACTIVITY**

Develop messages for the various tools to meet the interests of particular target audiences.

## **DEVELOPING SKILLS FOR MEDIA ADVOCACY**

To be an effective advocate, we must develop the following:

- ***Writing Skills***
- ***Speaking skills***
- ***Visual communication skills***
- ***Listening skills***

Below are some tips on the development of these skills.

### ***WRITING SKILLS***

#### **Writing a Newspaper or Magazine Article**

There are two ways to get a news article written.

1. You can give information to a newspaper reporter or a magazine writer and let him/her write the article.
2. You can write the article yourself and give it to the newspaper or magazine to print. You may not have this option with some publications, which only print articles written by their own staff. Make sure you know the policy of the newspaper or magazine.

#### **What information do I give to the reporter writing the article?**

To help determine what information you need to give the reporter, think about what you want readers to do or learn as a result of the article.

As you answer this question, write your response (message goals) on a large piece of paper and hang it on the wall. Refer to these goals as you write down the information you want to give to the reporter.

In addition to the specific information the reporter needs for writing this article, you may also give the reporter a ***media fact*** sheet. This is a short document that includes all relevant AIDS and STI information in "bullet form" so the reporter can read it easily and use it as a reference now and in the future. You can also help the reporter set up interviews or recommend key people to interview for a story.

## **What if I want to write the story myself?**

There are two types of articles: **news articles** and **feature articles**.

News articles cover a recent event or findings, such as coverage of the results of a study, an important meeting, passage of a law, or the appointment of an official. Feature articles usually cover issues or describe people's experiences, such as articles on maternal HIV transmission and its prevention or a profile of a person living with HIV/AIDS.

Writing a story is easy. As a professional health worker, you already know the facts about AIDS and STIs. Below are some tips to help you write an article or story.

### **Writing Tips for Print Media**

- ❖ Choose a **message goal** and write a story around that message goal. For example, if your message goal is *"to let teens know that some of their peers are successfully avoiding HIV infection,"* you might want to focus the article on real-life stories of teens who use condoms regularly.
- ❖ Begin the article with a striking fact, story, example, or quote — something that will grab readers' attention and make them want to keep reading.
- ❖ Quotes from members of the target group can reinforce the message. Quotes from leaders in the field give articles credibility. Quotes also help make an article more lively and readable.
- ❖ Include factual statistics but don't overwhelm people with numbers. Choose the statistics that best illustrate the points, and vary the way they are presented. *Example: "One out of twenty teens has an STI. As many as \_\_\_\_% may be infected with HIV."*
- ❖ Make the point in a clear and concise (short) manner. Get to the point and only **give facts that can be documented**.
- ❖ Know the style of the publication and write the article in that style. Also find out the article length requirements and follow them.
- ❖ End the article with a closing statement. This is the chance to leave the



reader with a lasting thought or message. Ask yourself, "If my reader only remembers one or two things from my story, what do I want them to remember most?" Use those one or two points as closing statement for the article.

## **SPEAKING SKILLS**

### **Making a presentation**

A presentation involves expressing ideas, presenting information and arousing feelings compelling the listeners to further inquiry and thought. To be an effective presenter, you must have a balance between knowledge of subject and skills in organization and presentation. Knowledge of a subject can hardly be overemphasized, yet knowledge without skills in presentation accomplishes little.

#### Analyzing the Presentation Occasion

- What is the purpose of the occasion?
- What is the likely size of the audience?
- What physical conditions will prevail?

#### Analyzing the Audience

- Determine audience interests
  - Primary interest
  - Secondary interests
  - Momentary interests
- Determine facts about the audience
  - Age
  - Sex
  - Education, Knowledge
  - Occupation
  - Social status/background
- Determine audience attitude towards the subject
  - Favorable attitude
  - Hostile attitude

- Apathetic attitude

### **Selection, Sequencing and Classification of the Content**

#### 1. Selecting a Title

- Select a title in keeping with occasion
- Select a title applicable to your subject
- Select a provocative title
- Select a brief title

#### 2. Sources of Materials

- Your own experience
- Other people “experts” experience-interview
- Printed materials
- Mass media, INTERNET
- Observation of a process, activity, etc.

#### 3. Selection of Content

- Is the content in keeping with the intellectual capacity of your audience?
- Is the content adapted to your time limit?
- Is the content appropriate for the size of your audience and the prevailing physical conditions?

#### 4. Sequencing Content

- Logical order
- Problem-centred order
- Simple to complex order
- Chronological order (past, present, future)

### **Identifying Support Materials**

- Definitions
- Visual aids
- Accurate and effective use of statistics
- Effective use of examples
- Effective use of testimony
- Repetition and restatement

## **Organizing the Presentation**

### Introduction

- To create favorable atmosphere for the presentation
- To stimulate interest in the subject
- Clarify and partition the topics

### The Body of the Presentation

- Develop the central idea
- Develop main divisions, subdivisions and organizational pattern

### Support the Issues

- Explanation
- Statistics
- Examples
- Testimony

### Conclusion

## **Tips for Effective Presentation**

- You may need to be more enthusiastic about the subject. You cannot expect audience interest unless you show enthusiasm yourself.
- You may need to change the rate, volume or pitch of your voice. A monotonous presentation invites inattention.
- Make your materials more interesting by relating it to the interests of your listeners.
- You may need to define and explain technical term or be less abstract.
- You may need to use gestures to help express yourself.
- Use the language accurately and effectively.
- Develop an adequate speaking voice.
- Analyze audience reaction.

## **LISTENING SKILLS**

When communicating, we must endeavour to listen:

- Attentively
- Acceptably
- Assistingly
- Alertly
- Actively
- Respectfully

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